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SPANO
                                                    DENOTE & MEDICES INC.
                                                                                                                     DATE
                                                                                                                                           74 - MA D - DE
                                                      MARCH-DECEWEER 1995
DUCCET
                                                                                                                     GENERAL VARKET
($MV)
$15.30
                                                     1865 TOTAL EAST 100'S
                                                                                                                                                             VELICAN-VACARON
                                                                                                                                                                                                     HISPANIC
(EMU)
                                                                                                                                                                                                            $0.70
$0.20
$0.20
$0.00
 KEY INITIAT:VES:
                                                      REINEARCE BRAND STRENGTH: NIKEY GEOGRAPH ES
MEDIA STRATEGY
                                                      PRIMARY. ASSESSA (OVERALL 60% FEMALE, 40% MALE SPLIT)
SECONDARY. ASSESSA: (OVERALL 60% FEMALE, 40% MALE SPLIT)
SECONFROMER-CRY ATTRIBUTES, HAVE DISCRAMINATING TASTES, TAKE THE TO DOTH MOS THEY ENDOY
       KEY GEOGRAPHY.
                                                      TOP KEY 27 HIGH MENTHOL AND NON-MENTHOL MARKETS WITH SC > 15
                                                      TIER I (BOTH HIGH MENTHOL AND NON-MENTHOL SOIR)
                                                                                                                                                             RENO
DALLAS -FT WORTH
GREANDC
SANANTON O
                                                                                                         SAN PROCESS
SAN DIESS
TAMPA
CHICAGO
                                                      MIAMI
LCS ANGELES
HOUSTON
                                                      TIER II (EITHER HIGH MENTHOL OR NON-MENTHOL SOI'S)
                                                                                                                                                              PH ADE PH A
                                                      5T. LOUIS
NEW OFLEANS
NEW YORK
JACKSONVILLE
                                                                                                         ATLANTA
PHOENX
LAKE CHARLES
LACKSON
BALTIMORE
                                                                                                                                                             PHLADELPHA
BIRM NGHAM
PENSACCIA
ALBUQUEPQUE
WASHINGTON DIC
                                                      LACKSCHIVI
        CHITICAL PERIODS
                                                      MARCH-AUGUST NOV-DEC 1995
PROMOTION MONTHS, MARCH, AUGUST, NOVEMBER
        COMMUNICATION
                                                      PRINTER TAIRCRY COURSE CALCERSO
                                                                                                                                           COMMINSOR SOURSMAN
        ETHNIC
                                                      DELINER AFRICAN AMERICAN IMPRESSIONS 1 1/2 x VOLUME CONTRIBUTION (16.7%) 
DELINER HISPANICI IMPRESSIONS 1 1/2 X VOLUME CONTRIBUTION (14.4%)
 MAGAZINES/PRINT:
                                                                                                                                           1995 TOTAL COST: $17.7MM
                                                   BETTER HOUSE & GARDENS
COSMORQUITAN
COUNTRY HOME
ESQUINE
FAMILY CIPCLE
GO
HOME MAGAZINE
MISTOE SPORTS
IN-STYLE
                                                                                                         LAGIES HOME JOURNAL
LIFE MCALL'S MCALL'S MCWSWEEK
NEW WOMAN
PEOPLE PLAYBOY
ACDBOOK
SOAP OPERA C GEST
                                                                                                                                                             TPOPE
CSTANTEULU STRATED
TWE
30 UG YT
30 UG YT
GENERAL MARKET CORE TITLES IN MONTH SCHEDULE)
                                                                                                                                                             JS NEWS & WR
                                                                                                                                                              WORKING WOMAN
                                                                                                          LOS ANGELES
LA TIMES BUFFLEMENT
MIAMI OCEAN DEIVE
MEW CRILEANS
NEW YORK
PHILADELSHIA
                                                                                                                                                             PHILADELPHIA INQUIRER
SAN DIEGO
SOUTHERA LIVING
TEXAS MONTHLY
CORE REGIONAL MARKET T.TLES ALOHA
(8 MONTH SCHEDULS) BALTMORE
BUZZ
CHICAGO
                                                      HONGLULU
HOUSTONL FE
                                                                                                                                                              PARADE
USA WEEKEND
                                                                                                           FOOD & WINE
GOLFANET
HARPERISTBAZAAR
INTERVIEW
MONEY
MOVIEL NE
                                                     ACLURE
SON APPETIT
CABLE GUIDE
DETALS
ECOREI
ENTERTANMENT WALY
                                                                                                                                                              PLAYBILL
 SECONDARY TITLES
(3-6 MONTH SCHEDULE)
                                                                                                                                                            SPY
STAGEBULL
TRAVEL & LEISURE
VANITY FAIR
YOUR FUTURE
 ALTERNATIVE LIFESTYLE
(4-8 MONTH SCHEDULE)
                                                      ADVCCATE
CUT
 ASIAN (4 - 6 MONTH SCHEDULE) A MAGAZNE
                                                                                                          FACE
                                                                                                                                                              TRANSPACIFIC
 MILITARY /4 - A MONTH SCHEOUR FIXELITARY LIFESTYLE
                                                                                                           RETIRED MILITARY FAMILY
 60° (200
                                                      HONOLLUBADY, STAP BULLET N
                                                     BLACK ENTERPRIZE
EBONY
                                                                                                           ESSENCE
JET
 AFRICAN - A VERICAN PRIMARY
                           RECONCLEY
                                                      BLACK ELEGANCE
                                                                                                           CLASS
VIRE
                                                                                                                                                              EMERGE
UPSCALE
                           MEGAPAPERS
                                                                                                           NIDIGO
TARRIDA (ATLANTA)
                                      502
                                                      3 TO SINSERTS OWER 3 MONTHS
                                                     COSMCPOLITÁN
CHRISTINA
ELLE
 SUSPANIC
                              PRIMARY
                                                                                                           HAPPER'S BAZAAR
VARIE CLARE
                                                                                                                                                              TV Y NOVELAS
VANDADES
                                                      ICCAS
BUENHOGAR
HISPANIC
                                                                                                           HISPANIC BUSINESS
LA PLAYA
MIAMI MENSUAL
                                                                                                                                                              PITMO DE LA NOCHE
SELECTA
                           SECONDARY
                           SUPPLE WENT
                                                     VISTA
 FSI
                                                      THE D
TRADITIONAL GOH

TRADITIONAL GOH

TERRI MARKETS (BOTH HIGH MENTHOL AND NON-MENTHOL SCHI). FIVE MONTH SCHEDLE FÖR HAWAII, MIAVII., LOS ANGELES, HOUSTON, SAN FRANCISCO, SAN DIEGO, TAVRA CHICADO FRINC DALLAS -FT. WORTH, ORLANDO, SANARITONIO

AS DETALLED LUTIERE CHAPPATA FECCL AND GOR TRADIT OF OAL DO HELD.

TIERII MARKETS (EITHER HIGH MENTHOL OR NON-MENTHOL SON), FOUR MONTH SCHEDULE FOR ST. LOUIS, NEW ORLANS, NEW YORK

ACKSON LEL LAS MEGAS, ATMATA, FHENRI, MANC CHARLES, JACKSON UNS, BALTIMOS, FFILADELPHA, BIRMINCHAM, PENSACOLA

A.B.LQLEFQUE, WASHINGTON CO AS DETALED. INCER CORPORATE POOL AND TRAD. TOMAL DOH BELOW
                                                                                                                                            1995 OOH TOTAL $8.5MM
      CORPORATE POOL SCHEDULE
-FIVE MONTH SCHEDULE LOS A VICELES, MIAM, SAN DEGO (MAR, APR, JUNE, AUG, NOV)
-FIGUR MONTH SCHEDULE, LOS A VICELES, MIAM, SAN DEGO (MAR, APR, AUG, NOV)
-FIGUR MONTH SCHEDULE, BALTIMORE, DALLASET MORTH WASHIDO (MAR, APR, AUG, NOV)
-FIGUR WONTH SCHEDULE ATLANT (MAR, AUG, NOV), NEW YORK (MAR, APR, NOV)
-THOR MONTH SCHEDULE, CHICAGO (MAR, AUG, NOV), NEW YORK (MAR, APR, NOV)
      OOP ETHING SCHEDULE CONCURRENT WITH GENERAL MARKET
       DOVE E PROGRAMMENTAL CONTROLLED IN MAINTING MATTER MATTER.

FIRE WORTH SCHEDULE IN MAIM, LOS ANGELES, HOUSTON, SAN FRANCISCO, CALLAS FT. WORTH

GRANDO - FOUR MONTH SCHEDULE IN ST. LOU. S. NEW ORLEANS. JACKSONVALLS, ATLANTA, JACKSON MS.

BIRMINGMAN, PENSACOLA.
      FROM MICH SCHEDULE IN MIAMI, LOS ANGELES, SAN FRANCISCO, SAN DIEGO, SAN ANTONIO
-POUR MONTH SCHEDULE IN ALBUDUERQUE
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N-TRADITIONAL DOH-30 SFECTADULARS (THREE WONTH POSTING) -WARCH THRU MAY POSTING IN FUE MARKETS CHICAGO, HOUSTON, NEW YORK, SAN FRANCISCO, TAMPA -AFRULTHRU JUNE POSTING IN EIGHT MARKETS, ATLANTA DALLAS, LOS AMGELES, VIAWI, NEW CRUENS, SANANTONIO, SAN DIEGO, STIL LOUIS